
THE INFLUENCE OF PRODUCT COMPLETENESS ON CONSUMER PURCHASING DECISIONS AT KICAU KECIL BABY KIDS STORE TANGERANG SELATAN BRANCH

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ABSTRAK

Studi ini bertujuan untuk menentukan pengaruh kelengkapan produk terhadap keputusan pembelian di Kicau Kecil Baby Kids Store, Cabang Tangerang Selatan. Metode yang digunakan adalah penelitian eksplanatori dengan sampel sebanyak 100 responden. Teknik analisis yang digunakan adalah analisis statistik dengan uji regresi, korelasi, determinasi, dan uji hipotesis. Hasil penelitian ini menunjukkan bahwa variabel kelengkapan produk memperoleh skor rata-rata sebesar 3,41 dengan kriteria baik. Variabel keputusan pembelian memperoleh skor rata-rata sebesar 3,84 dengan kriteria baik. Kelengkapan produk memiliki pengaruh yang signifikan terhadap keputusan pembelian dengan persamaan regresi $Y = 9,730 + 0,842X$, dan nilai korelasi sebesar 0,784 atau kuat dengan determinasi sebesar 61,5%. Uji hipotesis memperoleh signifikansi sebesar $0,000 < 0,05$.

Kata Kunci: *Kelengkapan Produk, Keputusan Pembelian*

ABSTRACT

This study aims to determine the effect of product completeness on purchasing decisions at Kicau Kecil Baby Kids Store, South Tangerang Branch. The method used is explanatory research with a sample of 100 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research variable product completeness obtained an average score of 3.41 with good criteria. Purchasing decision variable obtained an average score of 3.84 with good criteria. Product completeness has a significant effect on purchasing decisions with the regression equation $Y = 9.730 + 0.842X$, and a correlation value of 0.784 or strong with a determination of 61.5%. The hypothesis test obtained a significance of $0.000 < 0.05$.

Keywords: **Product Completeness, Purchase Decision.**

INTRODUCTION

1. Research Background

In today's modern era, in facing business competition related to clothing models, one must be able to follow the development of fashion trends. Many producers compete to improve the quality of their products so that consumers respond well. Several types of clothing products in Indonesia are in great demand by their respective fans, be it fashion for children, teenagers or adults. The materials used in the manufacture of clothing now also have their own trends at this time, such as textured knite, jersey, fine cotton, rayon cotton and other newest materials. The selection of materials that are good and comfortable to wear will be a distinct advantage in these products, this can attract consumer interest.

A deep understanding of consumers will influence consumer decisions, so they want to buy what producers offer. Based on the experience of buying Kicau Kecil Baby Kids Store products, the South Tangerang Branch, consumers do not immediately decide what to buy, but first consider which product is better and better, it is said to be good and good when

viewed in terms of price, ingredients and quality of the product . So it is necessary for us to understand more or less about consumer behavior in purchasing decisions as exemplified above, and this understanding in general can also be used as a basis for thinking about the process of consumer behavior in purchasing decisions on other products.

One of the advantages offered by Kicau Kecil Baby Kids Store South Tangerang Branch is the complete range of product variants that can attract consumers' interest in shopping. However, consumer needs and tastes continue to shift from time to time. What satisfied consumers in the past year may not necessarily be the point of maximum satisfaction in the following year. This shift in buyers' fashion tastes is very easy to happen, this is due to the use of social media which provides information or the more varied choices of fashion models.

To attract consumers to buy their products repeatedly, companies must make variations of their products so they are not monotonous and continue to recycle their products. It is intended that the products of these companies continue to follow fashion developments that are happening and that consumers who have often bought will still be satisfied with the company's products, and can even bring in new customers.

The variety of products provided in stores that are complete and provide satisfaction for consumers will certainly make it easier for consumers so that it will trigger repeat purchases for these consumers. The intense competition in getting the market which is so competitive between stores in the fashion category is currently causing various problems, one of which is that consumers are faced with several choices with products from other stores that compete in the same business category. Therefore, in order to remain competitive, it is necessary to carry out a product variation strategy in order to attract the attention of consumers so that it can influence consumers in making purchasing decisions. Stores that do not have product variations can easily be shifted by competitors who have the same product. The more market a product is offered by a store to consumers, the more competitors are directly dealing with the store. This is in line with Asep in Indrasari (2019:29) "Variety of products is a condition created by the availability of goods in very varied quantities and types, giving rise to many choices in the consumer shopping process."

Regarding the variety of Kicau Kicau Baby Kids Store products, between excellence and reality in the field the products offered are sometimes inappropriate and less varied. Less varied means several product packaging, product sizes, product colors, product materials, and other product variations. The small variety of these products makes consumers look for alternative places to meet their needs. So what consumers get is that they feel dissatisfied with the store, which in turn can affect their next purchase. With the lack of product variety as a factor, consumers are reluctant to make repeated purchases at the Kecil Kicau Baby Kids Store.

Conditions like this are often found, such as for the Kazel Classic Set 6-12 years. The children's suit is plain cotton pajamas, the sizes available are only size 4, 8 and 10, and the colors available are only black, army, steel blue and navy. Next, Kazel Jobel Basic Short Unisex & Girl cotton T-shirt children's shorts, the only color available is sage green. Then Kazel- Zebe Pajamas Motif Boy Edition 7-12 years, only size 9 available. Next, Kazel Girl Pocket Play Set Short Pants 7-12 years, available sizes are only sizes L, XL and XXL. Available colors are pink, yellow and green.

Then Koko Den Bagas Saman Shirt, available sizes are only size 4, 8 and 10. Then, Kazel short chino unisex, only size 6 available. Available only S, M and XL. The only colors available are blue and gray. And the last one is Pop Kids Children's batik dress, the available size is only XXL size and the available colors are only green, yellow and red.

In addition to product variety, promotion is also an important factor that must be considered by companies in fashion companies. Promotion According to Kotler and Keller

(2019: 263) argues "Promotion is a special blend of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing objectives". The success of promotional activities that will be carried out by a company is strongly influenced by the programs and promotional strategies carried out. A promotion strategy must be adjusted to the type of product produced by the company and the nature of the target market faced by the company so that the company can determine what type of promotional activities are suitable for marketing the product.

From the background above, the researcher is interested in researching more about product variations and promotions and their influence on consumer purchasing decisions, so this study is entitled "The Influence of Product Completeness on Consumer Purchase Decisions at Kicau Kecil Baby Kids Store South Tangerang Branch".

2. Formulation of the problem

- a. How complete are the products at Kicau Kecil Baby Kids Store, South Tangerang Branch?
- b. What is the purchasing decision at Kicau Kecil Baby Kids Store, South Tangerang Branch?
- c. Is there a positive and significant influence between product completeness and purchasing decisions at Kicau Kecil Baby Kids Store, South Tangerang Branch?

3. Research purposes

- a. To find out the condition of the product completeness variable at Kicau Kecil Baby Kids Store, South Tangerang Branch.
- b. To find out the condition of the purchase decision variable at Kicau Kecil Baby Kids Store, South Tangerang Branch.
- c. To determine the effect of product completeness on purchasing decisions at Kicau Kecil Baby Kids Store, South Tangerang Branch.

METHODS

1. Population

The population in this study were consumers who made purchases at Kicau Kecil Baby Kids Store, South Tangerang Branch, totaling 100 respondents.

2. Sample

The sampling technique in this study was non-probability sampling and the number determined in this study was 100 respondents.

3. Types of research

The type of research used is associative, where the aim is to find out the relationship between the independent variables and the dependent variable, in this case the completeness of the product and the purchase decision.

4. Data analysis method

In analyzing the data, the authors use the validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, analysis of the coefficient of determination and hypothesis testing.

RESULT

1. Descriptive Analysis

In this test it is used to determine the minimum and maximum scores of the highest scores, rating scores and standard deviations of each variable. The results are as follows:

Table 1. Descriptive Statistics Analysis Results

Descriptive Statistics

	N	Minimum	Maximum	Means	std. Deviation
Product Completeness (X)	100	28	44	34.14	3,750
Purchase Decision (Y)	100	30	49	38.48	4,026
Valid N (listwise)	100				

Completeness of the product obtained a minimum variance of 29 and a maximum variance of 44 with a rating score of 3.41 with a standard deviation of 3.750.

Purchase decisions obtained a minimum variance of 30 and a maximum variance of 49 with a rating score of 3.84 with a standard deviation of 4.026.

2. Verification Analysis.

In this analysis it is intended to determine the effect of the independent variables on the dependent variable. The test results are as follows:

a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 2. Simple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	9,730	2,311		4,210	.000
	Product Completeness (X)	.842	.067	.784	12,514	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation $Y = 9.730 + 0.842X$ is obtained. From these equations can be explained as follows:

- 1) The constant obtained is 9.730, which means that if the completeness of the product does not exist or is constant, then there is a purchase decision value of 9.730 points.
- 2) The regression coefficient for product completeness is 0.842, where the number is positive, meaning that every time there is an increase in product completeness by 0.842 points, the purchasing decision will also increase by 0.842 points.

b. Correlation Coefficient Analysis

Analysis of the correlation coefficient is intended to determine the level of the strength of the relationship from the independent variable to the dependent variable is good. The test results are as follows:

Table 3. Test Results for the Correlation Coefficient of Product Completeness on Purchasing Decisions

		Product Completeness (X)	Purchase Decision (Y)
Product Completeness (X)	Pearson Correlation	1	.784**
	Sig. (2-tailed)		.000
Purchase Decision (Y)	Pearson Correlation	.784**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results in the table above, a correlation coefficient value of 0.784 is obtained, meaning that product completeness has a strong relationship to purchasing decisions.

c. Analysis of the Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the percentage of influence of the independent variable on the dependent variable. The test results are as follows:

Table 4. Test Results for the Coefficient of Determination of Product Completeness on Purchasing Decisions

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.784a	.615	.611	2,511

a. Predictors: (Constant), Product Completeness (X)

Based on the test results in the table above, a coefficient of determination of 0.615 is obtained, meaning that the completeness of the product has a contribution to the purchasing decision of 61.5% and the remaining 38.5% is influenced by other factors that were not studied.

d. Hypothesis testing

Hypothesis testing with the t test is used with the aim of knowing which hypothesis is accepted.

Hypothesis formulation: There is a positive and significant influence between product completeness and purchasing decisions.

Table 5. Product Completeness Hypothesis Test Results on Purchasing Decisions

Model	Coefficients^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	9,730	2,311		4,210	.000
Product Completeness (X)	.842	.067	.784	12,514	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (12.514 > 1.989) is obtained, thus the hypothesis proposed that there is a significant influence between product completeness on purchasing decisions is accepted.

DISCUSSION

1. Condition Respondents Answer Variable Product Completeness

Based on the results of the answers given by the respondents, the product completeness variable obtained a rating score of 3.41 where this number is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the product completeness is in good condition.

2. Conditions Answer Respondents Variable Purchase Decision

Based on the results of the answers given by the respondents, the purchase decision variable obtained a rating score of 3.84 where this number is in the scale range between 3.40 – 4.19 with good criteria or agree, meaning that the purchase decision is in good condition.

3. Effect of Product Completeness on Purchasing Decisions

Product completeness has a positive and significant effect on purchasing decisions with the regression equation $Y = 17.517 + 0.565X$, a correlation coefficient value of 0.784 or having a strong relationship level with a contribution value of 61.5%. Hypothesis testing obtained t count > t table or (12.514 > 1.989). Thus the hypothesis proposed that there is a significant positive and significant effect between product completeness on purchasing decisions is accepted.

CONCLUSIONS

1. Conclusion

After testing the data on the results of this study, the authors provide the following conclusions:

- a. The product completeness variable obtained a rating score of 3.41 where the value is in the scale range between 3.40 – 4.19 with good or agree criteria.
- b. The purchase decision variable obtained a rating score of 3.84 where the value is in the scale range between 3.40 – 4.19 with good or agree criteria.
- c. Product completeness has a positive and significant effect on purchasing decisions with a regression equation value $Y = 17.517 + 0.565X$, a correlation coefficient value of 0.784 or having a strong relationship with a contribution of 61.5% while the remaining 38.5% is influenced by other factors. Hypothesis testing obtained $t_{count} > t_{table}$ or $(12.514 > 1.989)$ and this was also reinforced by a significance value of $0.000 < 0.05$.

2. Suggestion

After drawing conclusions from the results of this study, the authors provide the following suggestions:

- a. Complete clothing for both children and adults must always be equipped and follow current fashion so that consumers can choose according to their tastes.
- b. Regarding retaining consumers, the store must always provide the best products and services so that consumers are not disappointed.

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